

# Mountain View Central Business Association

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## Business Improvement Area Annual Report 2016

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# I. BUSINESS IMPROVEMENT AREA 2016 SUMMARY REPORT

*The following information conforms with the requirements of the State law on Parking and Business Improvement Areas.*

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## **PROPOSED CHANGES TO THE DISTRICT ASSESSMENT:**

NONE

## **BIA FEE STRUCTURE:**

BIA #1 - Evelyn Avenue to High School Way, and two blocks on both sides of Castro St.

Restaurant	\$200
Retail	\$150
Office	\$50

BIA #2 - 100-300 blocks of Castro St. (the historical section, based on square footage).

	<u>0-2999sq ft</u>	<u>3000-7999sq ft</u>	<u>8000sq ft.+</u>
Restaurant	\$125	\$150	\$175
Retail	\$75	\$100	\$125
Office	\$25	\$50	\$75

## **ESTIMATED BUDGET:**

The operating budget for 2016 is \$202,761

The estimated operating budget for 2017 is \$194,875

The Central Business Association looks forward to another year of working with The City of Mountain View to continue enhancing our unique downtown.

Mountain View Central Business Association - 2016 Board of Directors



## **CBA PROGRAMMING:**

Recognizing that the Central Business Association's (CBA) primary community event is A La Carte & Art, the Board continues reviewing new programs, as well as enhancing the events that are currently offered, while maintaining a balanced budget.

### **Downtown Events**

**A La Carte & Art Festival:** On April 30 and May 1, 2016, the CBA concluded its 20<sup>th</sup> year of the A La Carte & Art Festival. The fun, community event serves as CBA's largest fund-raiser for the year. It continues to be financially stable and well received by the community. We cannot believe it's been TWENTY YEARS!!!

**Beer Walk:** CBA works with the Beer Walk San Jose organization to bring this fun event to downtown Mountain View every March. Over 800 participants sampled craft beer, while touring through retailers and restaurants on Saturday, March 12, 2016. The event is slated to take place every year on the Saturday prior to St. Patrick's Day.

**Thursday Night Live:** The CBA continued its participation at the event by operating the beer and wine booth on all four evenings – June 16 and 30, 2016 and July 14 and 28, 2016. The community support assists CBA in its annual fund-raising efforts.





**Wine Walk:** This year completed the 4th annual downtown Wine Walk on Thursday, August 11, 2016. Close to 500 participants experienced our wonderful downtown retailers, as they sampled local wines. Along with the wine, patrons sampled food from many of our diverse restaurants. The interest continues to grow each year! This event is well received not only by the patrons, but also by the businesses, as well as the wineries. It's a win-win all around!



**Halloween Trick-or-Treating:** The CBA hosted a Halloween Trick-or-Treat event for the first time. The event was so successful; the CBA is hosting it again! This year, kids 12 and under will haunt the streets of downtown while looking for the orange pumpkin posters to get a yummy treat from participating businesses. Monte Carlo hosted a spooktacular haunted house, and will be scaring us all again this year! The event takes place on Saturday, October 29, 2016 from 1:00pm – 4:00pm....you won't want to miss the fun.

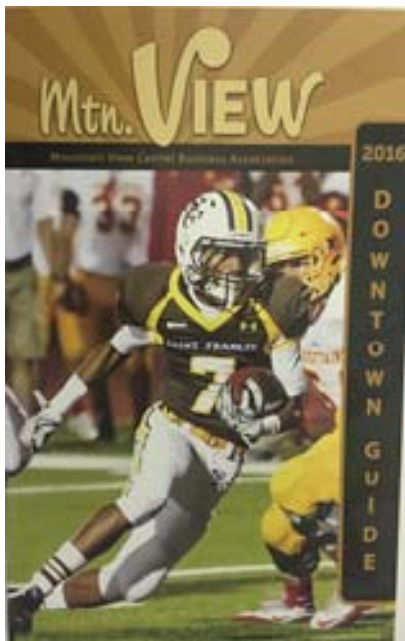


**Holiday Open House:** Each year the CBA promotes a Holiday Open House, alongside the City Tree Lighting Ceremony. The Mountain View High School Madrigals carol along Castro Street one hour before and one hour after their performance at City Hall. Businesses are encouraged to stay open late and offer specials. This year's event is scheduled for December 5, 2016.



## Marketing and Promotions

**Downtown Website:** The CBA continues to provide the Downtown website - [www.mountainviewdowntown.com](http://www.mountainviewdowntown.com). The website serves the Mountain View community and the regional Bay Area in their interest in finding out about what's happening downtown, where to shop and which great restaurant to choose from. We are averaging 1,909 visitors per week with 3,933 page views per week.



**Downtown Guides:** Every January the CBA creates, prints and distributes the Downtown Guide to local businesses, hotels, and corporate offices. The guide is a comprehensive list of retailers and restaurants in the downtown, with over 175 businesses listed. This year the CBA partnered with the Chamber of Commerce and the City of Mountain View to promote the unique opportunity of Super Bowl 50 being held at Levi's Stadium. Local high school football teams were highlighted in the guide.





**Super Bowl 50:** This year, Super Bowl 50 was held locally at Levi's Stadium on February 7, 2016. The CBA, Chamber of Commerce and City of Mountain View worked together with the business community to draw patrons downtown by offering "super deals" the entire week of January 31 through February 7. Black and gold football themed posters were created, printed and distributed to participating businesses, showing patrons where to stop for the special promotions.

Another exciting opportunity was creating a fun segment for KMVT that aired for the three weeks leading up to the event. We brought together the CBA's Executive Director, Julie Smiley with Tony Siress, CEO of the Chamber, Police Chief, Max Bosel and Lieutenant Mike Fisher, Heidi Chun of I Love MV, and Julie Michel and Tamara Michel, owners of Boutique 4 to discuss what's happening downtown for the event. Overall, it was a fun and special experience for our city!

**Social Media:** The CBA continues to maintain Facebook and Google + pages under Mtn. View Central Business Association. Our Facebook fan base has grown to 744 followers from around the world (76% women, 23% men). Google+ continues to be an important part of our social media mix. For the months of July - September, we had 11.9k views (5.13k from Search and 6.81 listings from Map).



## **Business Support**

**Coffee with the Mayor:** Coffee with Honorable Mayor Showalter took place on Wednesday, April 6, 2016 at Opal Lounge. This annual event connects the current Mayor & City Staff with our downtown business owners. The group discussed issues affecting the downtown businesses, such as minimum wage, parking demands and rent increases. The interest and enthusiasm from the merchants continues to be well received.

**Block Captain Program:** The Block Captain Program is comprised of merchants who volunteer to serve as a point of contact for a specific block location of Castro Street. They build relationships with business owners and keep in communication, as topics come up pertaining to the downtown. This program is on-going.

**Business Watch Program:** The Business Watch Program works with our Block Captains to connect merchants with the Mountain View Police and Fire Departments on crime and safety issues pertaining to the downtown. Quarterly update meetings, and “as needed” meetings are held to discuss topics. In 2016, the meeting topics covered various subjects such as crime prevention, parking enforcement, and fire safety for restaurants.





## II. COMMITTEES

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The Central Business Association has several committees to help with the marketing and promotions efforts. The CBA is overseen by a Board of Directors.

### **Executive Committee – Board of Directors**

Responsible for the following:

- Board Relations
- Bylaws
- Executive Director Reviews
- Finances
- Nominations
- Policies

### **Promotion Committee**

Responsible for the marketing of the downtown, through programs that include special events, advertising campaigns and promotional materials.

### **Relations/Development Committee**

Responsible for keeping the membership informed about issues and programs for the CBA. They keep a communication link with the merchants, Chamber, community at large, City committees and departments, as well as neighborhood associations.



### **III. ACCOMPLISHMENTS AND GOALS**

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#### **2016 ACCOMPLISHMENTS**

##### **Community Events:**

- Sponsored the 20th annual A La Carte & Art festival on April 30 & May 1, 2016
- Provided beverage sales at the 10<sup>th</sup> annual Thursday Night Live series June 16 and 30, 2016 and July 14 and 28, 2016
- Coordinated Beer Walk on March 12, 2016
- Hosted the 4th annual Wine Walk on August 11, 2016
- Coordinate and promote Halloween Trick-or-Treating downtown on October 29, 2016
- Promote the annual Holiday Open House event on December 5, 2016

##### **Executive Committee:**

- Compile year-end report for Council
- Develop 2017 Action Plan and Budget
- Nominations for 2017 Board of Directors

##### **Promotions Committee:**

- Publish and distribute Downtown Guides containing listings of restaurants, retailers, services and maps of downtown
- Update and manage downtown website
- Organize and provide beverage sales at Thursday Night Live
- Partner with the Chamber of Commerce
- Attend Downtown Committee Meetings
- Coordinate and host annual Coffee with the Mayor event
- Coordinate annual Beer Walk event
- Host annual Wine Walk event
- Coordinate Holiday Open House
- Manage and update Facebook and Google + accounts
- Coordinated and created Super Bowl 50 event with the City and Chamber of Commerce
- Coordinate Halloween Trick-or-Treating downtown

##### **Relations/Development Committee:**

- Hold quarterly and as-needed Business Meetings with the Police Department
- Coordinate, inform and maintain Block Captain Program
- Co-sponsor business training opportunities with the Police Department (retail, building, and holiday security as well as “as needed” issues)



- Meet and coordinate with Fire Department to hold informational meetings
- Host meetings to meet the Mayor, City Manager, City Council Members, Police Chief & City Officials
- Coordinate and host training meetings with City to educate businesses on City, County, and State issues

## **2017 GOALS**

### **Community Events:**

- Sponsor 21st annual A La Carte & Art in May
- Sponsor Holiday Open House
- Sponsor annual Wine Walk
- Co-sponsor annual Beer Walk
- Sponsor Halloween Event

### **Executive Committee:**

- Compile year-end report for Council
- Develop 2018 Action Plan and Budget
- Nominations for 2018 Board of Directors

### **Promotions Committee:**

- Continue to create and distribute the Downtown Guide
- Update and maintain the downtown website
- Research new events and promotions to attract greater community awareness
- Continue to work with the Chamber of Commerce
- Host Coffee with the Mayor event
- Continue to create new events
- Continue to maintain social media presence
- Continue to create and encourage “cross promotions” between businesses

### **Relations and Development Committee:**

- Continue working with the MVPD to improve and maintain safety
- Continue working with MVFD to educate and improve safety
- Continue working with City and Chamber on retail recruitment strategies
- Continue community outreach through Block Captain Program
- Work with property/business owners on miscellaneous issues
- Work with the City to maintain the economic vitality of the downtown



## IV. FINANCIAL STATEMENT

		<u>Actual 2015</u>	<u>Estimated 2016</u>	<u>Proposed 2017</u>
<b>REVENUE</b>				
EVENTS REVENUE				
	A La Carte & Art	131,983	131,990	132,000
	Thursday Night Live	7,719	6,498	0
	Wine Walk	12,554	17,366	18,250
	Beer Walk	<u>2,249</u>	<u>1,453</u>	<u>1,450</u>
TOTAL EVENTS REVENUE		154,505	157,307	151,700
Assessments		45,489	45,250	43,025
Interest Income		<u>204</u>	<u>204</u>	<u>200</u>
TOTAL REVENUE		200,198	202,761	194,925
<b>EXPENSES</b>				
EVENTS EXPENSE				
	A La Carte & Art	94,517	93,031	93,500
	Thursday Night Live	<u>5,335</u>	<u>5,406</u>	<u>0</u>
	Wine Walk	<u>10,238</u>	<u>9,460</u>	<u>9,000</u>
	Beer Walk	<u>46</u>	<u>0</u>	<u>0</u>
	Halloween	<u>395</u>	<u>400</u>	<u>400</u>
	Holiday Open House	<u>150</u>	<u>150</u>	<u>150</u>
TOTAL EVENTS EXPENSE		110,681	108,447	103,050
Advertising/Promotions: Guide & Website		4,000	6,500	4,000
Contract Labor-Social Media		1,730	2,711	2,000
Employee Benefits		6,174	6,820	6,800
Insurance		996	1,000	1,100
Legal & Accounting		1,895	2,525	2,500
Miscellaneous		<u>407</u>	<u>400</u>	<u>500</u>
Office Supplies & Equip.		467	311	500
Relations		375	200	250
Rent & Utilities		9,682	9,686	10,000
Salaries - Director		53,700	56,385	56,385
Telephone & Internet		1,893	1,908	1,950
Taxes, Payroll & Property		<u>4,374</u>	<u>4,700</u>	<u>4,700</u>
TOTAL EXPENSES		196,374	201,593	193,735
RESERVES AT END OF YEAR		3,824	1,168	1,190





# V. BIA ASSESSMENT LISTING

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**Downtown Mountain View  
Business Improvement Area - 2016**

<b><u>BUSINESS NAME</u></b>	<b><u>NUMBER</u></b>	<b><u>STREET NAME</u></b>	<b><u>SUITE</u></b>	<b><u>TYPE</u></b>	<b><u>BIA 1</u></b>	<b><u>BIA 2</u></b>	<b><u>BIA TOTAL</u></b>
Wrika	200	Blossom Lane	3rd Flr	PROF	\$50		\$50
Tremor Video	200	Blossom Lane		PROF	\$50		\$50
What's App	250	Bryant Street		PROF	\$50		\$50
Quixey	303	Bryant Street		PROF	\$50		\$50
Bryant Park Plaza	900	Bryant Street		PROF	\$50		\$50
Fusionops	707	California Street		PROF	\$50		\$50
Dana Market	800	California Street		RETAIL	\$150		\$150
Shiva's Indian Restaurant	800	California Street		REST	\$200	\$150	\$350
First Data	800	California Street	200	PROF	\$50		\$50
Trial Pay, Inc.	800	California Street	300	PROF	\$50		\$50
CVS Pharmacy	850	California Street		RETAIL	\$150		\$150
Dental Fabulous	756	California Street	B	PROF	\$50		\$50
Little Sheep Mongolian Hot Pot	102	Castro Street		REST	\$200	\$125	\$325
Vasso Azzuro	108	Castro Street		REST	\$200	\$125	\$325
Xanh Restaurant	110	Castro Street		REST	\$200	\$150	\$350
Shell Shock	124	Castro Street		REST	\$200	\$125	\$325
Oren's Hummus Shop	126	Castro Street		REST	\$200	\$125	\$325
Han Gen Restaurant	134	Castro Street		REST	\$200	\$150	\$350
Olympus Café & Bakery	135	Castro Street		REST	\$200	\$125	\$325
Asian Box	142	Castro Street		REST	\$200	\$125	\$325
Chemila Collection	143	Castro Street		RETAIL	\$150	\$75	\$225
Blue Line Pizza	146	Castro Street		REST	\$200	\$125	\$325
Hong Kong Bistro	147	Castro Street	1	REST	\$200	\$125	\$325
Golgi/Openmind	147	Castro Street	2	PROF	\$50	\$25	\$75
Newsela	148	Castro Street		PROF	\$50	\$25	\$75
Saavn	148	Castro Street		PROF	\$50	\$25	\$75
Blue Otter	148	Castro Street		PROF	\$50	\$25	\$75

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Seeing Machines, Inc.	148	Castro Street		PROF	\$50	\$25	\$75
Fu Lam Mum	153	Castro Street		REST	\$200	\$150	\$350
Tubular	153	Castro Street	3rd Flr	PROF	\$50	\$25	\$75
Bushido	156	Castro Street		REST	\$200	\$125	\$325
Doppio Zero, Pizzeria Napoletana	160	Castro Street		REST	\$200	\$125	\$325
MV Lock & Key	171	Castro Street		RETAIL	\$150	\$75	\$225
Amarin Thai Cuisine	174	Castro Street		REST	\$200	\$150	\$350
Jehning Family Lock Museum	175	Castro Street		PROF	\$50	\$25	\$75
Shabuway	180	Castro Street		REST	\$200	\$125	\$325
EAGLES	181	Castro Street		PROF	\$50	\$25	\$75
Ephesus	185	Castro Street		REST	\$200	\$125	\$325
La Fontaine	186	Castro Street		REST	\$200	\$125	\$325
Eureka Restaurant	191	Castro Street		REST	\$200	\$125	\$325
Human Longevity Inc.	191	Castro Street		PROF	\$50	\$50	\$100
Agave	194-198	Castro Street		REST	\$200	\$150	\$350
Baydin Inc.	196	Castro Street		PROF	\$50	\$25	\$75
Hippo Insurance	196	Castro Street		PROF	\$50	\$25	\$75
Velocity	196	Castro Street	Ste. D	PROF	\$50	\$25	\$75
Red Rock Coffee	201	Castro Street		REST	\$200	\$125	\$325
Highway Media	201	Castro Street	3rd Flr	PROF	\$50	\$50	\$100
Odd Fellows	206	Castro Street		PROF	\$50	\$50	\$100
Alexander's Patisserie	209	Castro Street		REST	\$200	\$125	\$325
Hong Kong Bakery	210	Castro Street		REST	\$200	\$125	\$325
Pokeworks	211	Castro Street		REST	\$200	\$125	\$325
Drunken Lobster	212	Castro Street		REST	\$200	\$125	\$325
Jiff	215	Castro Street	2nd Flr	PROF	\$50	\$50	\$100
Skyport Systems	215	Castro Street	3rd Flr	PROF	\$50	\$50	\$100

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Shezan Restaurant	216	Castro Street		REST	\$200	\$125	\$325
Pho Hoa	220	Castro Street		REST	\$200	\$125	\$325
St. Stephens Green	223	Castro Street		REST	\$200	\$125	\$325
Monte Carlo	228	Castro Street		REST	\$200	\$175	\$375
Don Giovanni Restaurant	235	Castro Street		REST	\$200	\$150	\$350
Mervyn/ Teaspoon Pop Up	236	Castro Street		REST	\$200	\$125	\$325
Kappo Naminami	240	Castro Street		REST	\$200	\$125	\$325
Molly Magees	241	Castro Street		REST	\$200	\$150	\$350
Gelato Classico	241	Castro Street	Ste. B	REST	\$200	\$125	\$325
Izzo	246	Castro Street		REST	\$200	\$150	\$350
Therapy	250	Castro Street		RETAIL	\$150	\$75	\$225
Opal	251	Castro Street		REST	\$200	\$150	\$350
A&J Coture	257	Castro Street	100	RETAIL	\$150	\$75	\$225
Butterflies Children's Store	257	Castro Street	101	RETAIL	\$150	\$75	\$225
Bocek & Associates CPA	257	Castro Street	102	PROF	\$50	\$25	\$75
Chhabra Law Firm	257	Castro Street	104	PROF	\$50	\$25	\$75
Farmer's Insurance	257	Castro Street	105	PROF	\$50	\$25	\$75
Castro Street Music Studios	257	Castro Street	106	PROF	\$50	\$25	\$75
Mavin	257	Castro Street	107	PROF	\$50	\$25	\$75
KLF Partners	257	Castro Street	108	PROF	\$50	\$25	\$75
National Travel	257	Castro Street	110	PROF	\$50	\$25	\$75
Youplus Inc	257	Castro Street	112	PROF	\$50	\$25	\$75
Francis Wong & Association Inc.	257	Castro Street	115	PROF	\$50	\$25	\$75
Centrl Inc.	257	Castro Street	200	PROF	\$50	\$25	\$75
SSGI Asia	257	Castro Street	201	PROF	\$50	\$25	\$75
American Vacation Travel	257	Castro Street	204	PROF	\$50	\$25	\$75
URX Mobile Systems	257	Castro Street	206	PROF	\$50	\$25	\$75



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Tricella Inc.	257	Castro Street	209	PROF	\$50	\$25	\$75
Kubiki Inc	257	Castro Street	210	PROF	\$50	\$25	\$75
Terra Holdings	257	Castro Street	211	PROF	\$50	\$25	\$75
Celential Inc	257	Castro Street	214	PROF	\$50	\$25	\$75
URX Mobile Systems	257	Castro Street	215	PROF	\$50	\$25	\$75
Summa Therapeutics Inc	257	Castro Street	216	PROF	\$50	\$25	\$75
Centrl Inc.	257	Castro Street	219	PROF	\$50	\$25	\$75
Simplesoft Inc.	257	Castro Street	220	PROF	\$50	\$25	\$75
Mountain View Service Center	257	Castro Street	222	PROF	\$50	\$25	\$75
N. CA. Health & Acupuncture	257	Castro Street	223	PROF	\$50	\$25	\$75
Tatel LLC	257	Castro Street	224	PROF	\$50	\$25	\$75
Midtown Gelato	260	Castro Street		REST	\$200	\$125	\$325
West Valley Music	262	Castro Street		RETAIL	\$150	\$75	\$225
Action Properties	268	Castro Street		PROF	\$50	\$25	\$75
Foghorn Consulting LLC	268	Castro Street		PROF	\$50	\$25	\$75
Tea Era	271	Castro Street		REST	\$200	\$125	\$325
Queen House Chinese Restaurant	273	Castro Street		REST	\$200	\$125	\$325
Therapy Home	275	Castro Street		RETAIL	\$150	\$100	\$250
Endicia	278	Castro Street		PROF	\$50	\$75	\$125
Boutique 4	279	Castro Street		RETAIL	\$150	\$100	\$250
Quixey	282	Castro Street		PROF	\$50	\$25	\$75
In Step	285	Castro Street		RETAIL	\$150	\$100	\$250
Park Ballachi	288	Castro Street		REST	\$200	\$125	\$325
Srasa Kitchen	292	Castro Street		REST	\$200	\$125	\$325
Art Frame Studio	293	Castro Street		RETAIL	\$150	\$75	\$225
Rocket Fizz	298	Castro Street		RETAIL	\$150	\$75	\$225
Easy Foods Company	299	Castro Street		RETAIL	\$150	\$100	\$250

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The Crepevine	300	Castro Street		REST	\$200	\$125	\$325
Books Inc.	301	Castro Street		RETAIL	\$150	\$125	\$275
Café Romanza	301	Castro Street		REST	\$200	\$125	\$325
New Mongolian BBQ	304	Castro Street		REST	\$200	\$125	\$325
Tap Plastics Inc.	312	Castro Street		RETAIL	\$150	\$100	\$250
Peel Technologies Inc	321	Castro Street		PROF	\$50	\$75	\$125
East West Bookshop	324	Castro Street		RETAIL	\$150	\$100	\$250
La Panotiq Bakery Café	331	Castro Street	100	REST	\$200	\$125	\$325
Ava's Downtown Market & Deli	340	Castro Street		RETAIL	\$150	\$125	\$275
Café Baklava	341	Castro Street		REST	\$200	\$125	\$325
Global Beads	345	Castro Street		RETAIL	\$150	\$125	\$275
Sakoon	357	Castro Street		REST	\$200	\$150	\$350
Raybeam Solutions	357	Castro Street	200	PROF	\$50	\$25	\$75
Facial Town Beauty Salon	357	Castro Street	4	PROF	\$50	\$25	\$75
Tiya's Touch	357	Castro Street	6	PROF	\$50	\$25	\$75
Ideal Holidays	357	Castro Street	7	PROF	\$50	\$25	\$75
Studio 364	364	Castro Street		PROF	\$50		\$50
Maruichi	368	Castro Street		REST	\$200	\$125	\$325
Sight Optometry	369	Castro Street		RETAIL	\$150	\$75	\$225
CA Acupuncture Health Center	375	Castro Street		RETAIL	\$150	\$75	\$225
Shiseido Cosmetics/Vee Cosmetics	380	Castro Street		RETAIL	\$150	\$75	\$225
Bierhaus	383	Castro Street		REST	\$200	\$125	\$325
Matson Architect	384	Castro Street		PROF	\$50	\$25	\$75
Cascal Restaurant	400	Castro Street		REST	\$200		\$200
Fenwick & West LLP	400	Castro Street		PROF	\$50		\$50
Scratch	401	Castro Street		REST	\$200		\$200
Pure Storage Inc.	401	Castro Street		PROF	\$50		\$50

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Weeby.co	421	Castro Street		PROF	\$50		\$50
Weeby.co	429	Castro Street		PROF	\$50		\$50
Bank of America	444	Castro Street	100	PROF	\$150		\$150
Fenwick & West LLP	444	Castro Street	101	PROF	\$50		\$50
Infer	444	Castro Street	109	PROF	\$50		\$50
Alphagraphics	444	Castro Street	110	RETAIL	\$150		\$150
Posh Bagel	444	Castro Street	120	REST	\$200		\$200
Audacy Space Connected	444	Castro Street	122	PROF	\$50		\$50
Answers.com	444	Castro Street	200	PROF	\$50		\$50
The Swig Company	444	Castro Street	302	PROF	\$50		\$50
Trip Actions, Inc.	444	Castro Street	303	PROF	\$50		\$50
SOASTA	444	Castro Street	400	PROF	\$50		\$50
Red Hat Inc	444	Castro Street	500	PROF	\$50		\$50
AliveCor	444	Castro Street	600	PROF	\$50		\$50
Red Hat Inc	444	Castro Street	800	PROF	\$50		\$50
Recruit Institute of Tech	444	Castro Street	900	PROF	\$50		\$50
Milestone Systems, Inc.	444	Castro Street	916	PROF	\$50		\$50
HealthPocket Inc	444	Castro Street	917	PROF	\$50		\$50
Pure Storage Inc.	444	Castro Street	1100	PROF	\$50		\$50
Red Hat Inc	444	Castro Street	1110	PROF	\$50		\$50
500 Start Ups	444	Castro Street	1200	PROF	\$50		\$50
Mtn. View Dental Care	451	Castro Street		PROF	\$50		\$50
Yoga Belly	455	Castro Street		PROF	\$50		\$50
Casa Lupe	459	Castro Street		REST	\$200		\$200
Weeby.co	461	Castro Street		PROF	\$50		\$50
Weeby.co	465	Castro Street		PROF	\$50		\$50
Valley View Dental Care	471	Castro Street		PROF	\$50		\$50

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<b><u>BUSINESS NAME</u></b>	<b><u>NUMBER</u></b>	<b><u>STREET NAME</u></b>	<b><u>SUITE</u></b>	<b><u>TYPE</u></b>	<b><u>BIA 1</u></b>	<b><u>BIA 2</u></b>	<b><u>BIA TOTAL</u></b>
Kirin Chinese Food	485	Castro Street		REST	\$200		\$200
Mtn View Optometry	495	Castro Street	100	RETAIL	\$150		\$150
June Withers, MD	495	Castro Street	102	PROF	\$50		\$50
Bean Scene	500	Castro Street		REST	\$200		\$200
Bank of the West	501	Castro Street		PROF	\$150		\$150
Kaiser Permanente	555	Castro Street		PROF	\$50		\$50
The Permanente Medical Group	565	Castro Street		PROF	\$50		\$50
Wells Fargo Bank	590	Castro Street		PROF	\$150		\$150
Yoga is Youthful	590	Castro Street		PROF	\$50		\$50
Mahalo Bowl	650	Castro Street		REST	\$200		\$200
Pure Storage Inc.	650	Castro Street	100	PROF	\$50		\$50
Morgan Stanley Smith Barney	650	Castro Street	105	PROF	\$50		\$50
Mediterranean Grill House	650	Castro Street	110	REST	\$200		\$200
The UPS Store	650	Castro Street	120	RETAIL	\$150		\$150
Pheonix	650	Castro Street	130	REST	\$200		\$200
Site for Sore Eyes/Stirling Vision Care	650	Castro Street	150	RETAIL	\$150		\$150
State Farm Insurance	650	Castro Street	155	PROF	\$50		\$50
Le Boulanger	650	Castro Street	160	REST	\$200		\$200
La Monique's Nail Salon	650	Castro Street	175	PROF	\$50		\$50
Masa Sushi	650	Castro Street	180	REST	\$200		\$200
aXess Cleaners	650	Castro Street	185	RETAIL	\$150		\$150
TOTVS Labs	650	Castro Street	210	PROF	\$50		\$50
Meta Integration Technology	650	Castro Street	220	PROF	\$50		\$50
Pure Storage Inc.	650	Castro Street	260	PROF	\$50		\$50
Quora	650	Castro Street	450	PROF	\$50		\$50
Giovanna's Fine Jewelry	655	Castro Street	1	RETAIL	\$150		\$150
Log DNA	655	Castro Street	2	PROF	\$50		\$50



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CareSkore	655	Castro Street	2	PROF	\$50		\$50
Current Business	655	Castro Street	5	PROF	\$50		\$50
Current Business	655	Castro Street	6	PROF	\$50		\$50
Current Business	655	Castro Street	7	PROF	\$50		\$50
Starbuck's Coffee	750	Castro Street		REST	\$200		\$200
Inhabiture Design & Construction	785	Castro Street #A		PROF	\$50		\$50
BlazeMeter	785	Castro Street #C		PROF	\$50		\$50
WSO2	787	Castro Street		PROF	\$50		\$50
Amici's Pizzeria	790	Castro Street		REST	\$200		\$200
Spangler Mortuary	799	Castro Street		PROF	\$50		\$50
Mountain View Funeral & Cremation Service	805	Castro Street		PROF	\$150		\$150
Fleur De Lis	811	Castro Street		RETAIL	\$150		\$150
Excellent Nails	821	Castro Street		PROF	\$50		\$50
Aruba Day Spa & Salon	825	Castro Street		RETAIL	\$150		\$150
GPR Ventures	843	Castro Street		PROF	\$50		\$50
Morroco's	873	Castro Street		REST	\$200		\$200
Weather Sphere	881	Castro Street		PROF	\$50		\$50
Duke Khuu, MD / Keith Khuu, DDS	889	Castro Street		PROF	\$50		\$50
Cognition Cyclery	903	Castro Street		RETAIL	\$150		\$150
Ron Ikebe Realtor	278	Hope Street	B	PROF	\$50		\$50
Skyport Systems	280	Hope Street		PROF	\$50		\$50
Insulectro	305	Hope Street		PROF	\$50		\$50
Human Longevity Inc	100	View Street	100	PROF	\$50		\$50
Polyvore	100	View Street	101	PROF	\$50		\$50
Simon-Kucher & Partners LLC	100	View Street	102	PROF	\$50		\$50
Boomerang	100	View Street	106	PROF	\$50		\$50
Boomerang	100	View Street	107	PROF	\$50		\$50

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Boomerang	100	View Street	108	PROF	\$50		\$50
Boomerang	100	View Street	109	PROF	\$50		\$50
Boomerang	100	View Street	110	PROF	\$50		\$50
Boomerang	100	View Street	111	PROF	\$50		\$50
Boomerang	100	View Street	112	PROF	\$50		\$50
Study.com	100	View Street	201	PROF	\$50		\$50
Study.com	100	View Street	202	PROF	\$50		\$50
Study.com	100	View Street	203	PROF	\$50		\$50
Atlassian	100	View Street	204	PROF	\$50		\$50
Alcorn Immigration Law	682	Villa Street	E	PROF	\$50		\$50
Dr. Wang DDS	682	Villa Street	A	PROF	\$50		\$50
Lawrence Yih-loing Hong, DDS	682	Villa Street	F	PROF	\$50		\$50
Bangkok Spoon	702	Villa Street		REST	\$200		\$200
Kelly's Healing Massage	714	Villa Street		PROF	\$50		\$50
Jane's Beer Store	720	Villa Street		RETAIL	\$150		\$150
Salon Finesse	732	Villa Street		PROF	\$50		\$50
Fiesta Del Mar Too	735	Villa Street		REST	\$200		\$200
A Minute Man Shoe Repair	738	Villa Street		RETAIL	\$150		\$150
Tapioca Express	740	Villa Street		REST	\$200		\$200
Perfect Salon	744	Villa Street		PROF	\$50		\$50
Liew Design	759	Villa Street		PROF	\$50		\$50
Plan A Inc.	759	Villa Street	A	PROF	\$50		\$50
Information Arts, Inc.	759	Villa Street	B	PROF	\$50		\$50
Information Arts, Inc.	759	Villa Street	C	PROF	\$50		\$50
Sugar Spa	764	Villa Street		RETAIL	\$150		\$150
Song Pa Korean Cuisine	841	Villa Street		REST	\$200		\$200
Orbit & Rust Salon	845	Villa Street		RETAIL	\$150		\$150

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Verde Tea Café	852	Villa Street		REST	\$200		\$200
Pho To Chau	853	Villa Street		REST	\$200		\$200
Face-N-Body	854	Villa Street		PROF	\$50		\$50
Imagine Alterations	857	Villa Street		RETAIL	\$150		\$150
Imagine Hair Salon	857	Villa Street		RETAIL	\$150		\$150
Happy Feet Foot Spa	858	Villa Street		PROF	\$50		\$50
Ryowa Noodle House	859	Villa Street		REST	\$200		\$200
Top Over Base Nail Salon	860	Villa Street		PROF	\$50		\$50
Allure Salon	888	Villa Street #100		RETAIL	\$150		\$150
Silicon Thermal	888	Villa Street #110		PROF	\$50		\$50
LaserLike	888	Villa Street #200		PROF	\$50		\$50
Singhal	888	Villa Street #200		PROF	\$50		\$50
Maginatics/EMC	888	Villa Street #210		PROF	\$50		\$50
Manage	888	Villa Street #300		PROF	\$50		\$50
Arimo	888	Villa Street #400		PROF	\$50		\$50
Arimo	888	Villa Street #500		PROF	\$50		\$50
Steins Beer Garden	895	Villa Street		REST	\$200		\$200
What's App	900	Villa Street		PROF	\$50		\$50
Chez TJ	938	Villa Street		REST	\$200		\$200
Tied House	954	Villa Street		REST	\$200		\$200
Trans Video	990	Villa Street		PROF	\$50		\$50
Credit Sesame	607	W. Dana Street	A	PROF	\$50		\$50
Hair by Heinz	617	W. Dana Street		PROF	\$50		\$50
La Beauty Skin Care	619	W. Dana Street		PROF	\$50		\$50
Model Shoe Repair	621	W. Dana Street		RETAIL	\$150		\$150
Windows & Beyond	633	W. Dana Street		RETAIL	\$150		\$150
Sushi Tomi Japanese Restaurant	635	W. Dana Street		REST	\$200		\$200

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Sequoia Retail Systems	660	W. Dana Street		PROF	\$50		\$50
Yuan Ming Acupuncture Clinic	676	W. Dana Street		PROF	\$50		\$50
Styra	688	W. Dana Street	1	PROF	\$50		\$50
Luxury Skin Care	692	W. Dana Street		PROF	\$50		\$50
Buen Viaje Travel	694	W. Dana Street		PROF	\$50		\$50
Community Care Ed. Services	694	W. Dana Street		PROF	\$50		\$50
Chiropractic Performance Center	694	W. Dana Street	A	PROF	\$50		\$50
Elegance Hair Salon	696	W. Dana Street		RETAIL	\$50		\$50
Shalala	698	W. Dana Street		REST	\$200		\$200
Story Tree	705	W. Dana Street	A	PROF	\$50		\$50
GTS Automotive	705	W. Dana Street		RETAIL	\$150		\$150
Downtown Smog Center	705	W. Dana Street	C	RETAIL	\$150		\$150
Alberto's	736	W. Dana Street		REST	\$200		\$200
Niji Sushi	743	W. Dana Street		REST	\$200		\$200
Dana Street Roasting Co.	744	W. Dana Street		REST	\$200		\$200
Star Modern Furniture	747	W. Dana Street		RETAIL	\$150		\$150
E&W Natural Way	762	W. Dana Street		RETAIL	\$150		\$150
Nancy Gee, Attorney	774	W. Dana Street		PROF	\$50		\$50
Gee Realty	786	W. Dana Street		PROF	\$50		\$50
Vida Health	812	W Dana Street		PROF	\$50		\$50
Essence Salon	826	W. Dana Street		RETAIL	\$150		\$150
Debra K. Hotter, CPA	838	W. Dana Street, Ste. B		PROF	\$50		\$50
Turner & Townsend	838	W. Dana Street, Ste. B		PROF	\$50		\$50
Optom Eyes	840	W. Dana Street		RETAIL	\$150		\$150
Fashion Code Beauty Salon	844	W. Dana Street		RETAIL	\$150		\$150
Los Charros	854	W. Dana Street		REST	\$200		\$200
Julie Q's Hair & Nail	951	W. Dana Street		RETAIL	\$150		\$150

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Yakko Restaurant	975	W. Dana Street		REST	\$200		\$200
Yang Yang Acupuncture	655	W. Evelyn Avenue	1	PROF	\$50		\$50
Study.com	655	W. Evelyn Avenue	2	PROF	\$50		\$50
Study.com	655	W. Evelyn Avenue	3	PROF	\$50		\$50
Study.com	655	W. Evelyn Avenue	4	PROF	\$50		\$50
Study.com	655	W. Evelyn Avenue	5	PROF	\$50		\$50
Study.com	655	W. Evelyn Avenue	6	PROF	\$50		\$50
Study.com	655	W. Evelyn Avenue	7	PROF	\$50		\$50
Study.com	655	W. Evelyn Avenue	8	PROF	\$50		\$50
Study.com	655	W. Evelyn Avenue	9	PROF	\$50		\$50
Study.com	655	W. Evelyn Avenue	10	PROF	\$50		\$50
Subway Sandwich	701	W. Evelyn Avenue	A	REST	\$200		\$200
Cinova	701	W. Evelyn Avenue	B	PROF	\$50		\$50
Depot Garage	727	W. Evelyn Avenue		RETAIL	\$150		\$150
Glooko	733	W. Evelyn Avenue		PROF	\$50		\$50
Omega Tech	747	W. Evelyn Avenue		RETAIL	\$150		\$150
23 and Me	899	W. Evelyn Avenue		PROF	\$50		\$50
Glooko	899	W. Evelyn Avenue		PROF	\$50		\$50
<b>TOTAL</b>					<b>\$33,300</b>	<b>\$9,725</b>	<b>\$43,025</b>